

<i>SERFF Tracking Number:</i>	<i>PHYS-127138642</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Physicians Mutual Insurance Company</i>	<i>State Tracking Number:</i>	<i>48570</i>
<i>Company Tracking Number:</i>	<i>M1</i>		
<i>TOI:</i>	<i>MS09 Medicare Supplement - Other 2010</i>	<i>Sub-TOI:</i>	<i>MS09.000 Medicare Supplement Other 2010</i>
<i>Product Name:</i>	<i>Med sup</i>		
<i>Project Name/Number:</i>	<i>M1/M1</i>		

## Filing at a Glance

Company: Physicians Mutual Insurance Company

Product Name: Med sup

SERFF Tr Num: PHYS-127138642 State: Arkansas

TOI: MS09 Medicare Supplement - Other 2010

SERFF Status: Closed-Filed-Closed

State Tr Num: 48570

Sub-TOI: MS09.000 Medicare Supplement  
Other 2010

Co Tr Num: M1

State Status: Filed-Closed

Filing Type: Advertisement

Authors: Sonya Dickey, Sara  
Magee-Garcia

Reviewer(s): Stephanie Fowler

Disposition Date: 04/28/2011

Date Submitted: 04/25/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

## General Information

Project Name: M1

Project Number: M1

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 04/28/2011

State Status Changed: 04/28/2011

Created By: Sonya Dickey

Corresponding Filing Tracking Number:

Deemer Date:

Submitted By: Sonya Dickey

Filing Description:

RE: Medicare Supplement Advertisement

Highlights section of Corporate Home Page: M1, M2

Banner for Corporate Home Page: MS4

Attached are copies of the above referenced material for your review and approval. This material will be on our Corporate Home Page to create an interest in our company and our following Policies/Rider:

Policies/Rider Medicare Plans Approval Dates

P020AR A 8-12-09

P025AR F 8-12-09

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P026AR G 8-12-09

P027AR High Ded F 8-12-09

High Deductible Premium Discount Rider B345 8-12-09

The other material included in our Corporate Home Page has been previously approved. Attached to the supporting documentation tab is the Home Page with these advertisements incorporated into them for your reviewing convenience.

If you have any questions concerning material, please contact me at 1-800-228-9100, option 1, option 6, extension 1663. You may also contact me via email at Sonya.Dickey@physiciansmutual.com. Your assistance in getting the material approved for use in your State is greatly appreciated

## Company and Contact

### Filing Contact Information

Sonya Dickey, sonya.dickey@physiciansmutual.com  
2600 Dodge Street 402-633-1663 [Phone]  
Omaha, NE 68131 402-633-1096 [FAX]

### Filing Company Information

Physicians Mutual Insurance Company CoCode: 80578 State of Domicile: Nebraska  
2600 Dodge Street Group Code: 367 Company Type:  
Omaha, NE 68131 Group Name: State ID Number:  
(402) 633-1188 ext. [Phone] FEIN Number: 47-0270450

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## Filing Fees

Fee Required? Yes  
Fee Amount: \$150.00  
Retaliatory? No  
Fee Explanation: \$50 per form 3 forms  
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Physicians Mutual Insurance Company	\$150.00	04/25/2011	46915147

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## Correspondence Summary

### Dispositions

<b>Status</b>	<b>Created By</b>	<b>Created On</b>	<b>Date Submitted</b>
Filed-Closed	Stephanie Fowler	04/28/2011	04/28/2011

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## Disposition

Disposition Date: 04/28/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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<b>Schedule</b>	<b>Schedule Item</b>	<b>Schedule Item Status</b>	<b>Public Access</b>
<b>Supporting Document</b>	Home page	Filed-Closed	Yes
<b>Form</b>	M1	Filed-Closed	Yes
<b>Form</b>	M2	Filed-Closed	Yes
<b>Form</b>	MS4	Filed-Closed	Yes

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## Form Schedule

### Lead Form Number: M1

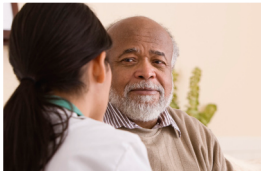
Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 04/28/2011	M1	Advertising	M1	Initial			M1.pdf
Filed-Closed 04/28/2011	M2	Advertising	M2	Initial			M2.pdf
Filed-Closed 04/28/2011	MS4	Advertising	MS4	Initial			MS4.pdf



## Need help finding Medicare Supplement insurance?

Choosing coverage might seem complicated but we can help you cut through the clutter. Learn more about your options now.

[Learn More](#)



## Questions about Medicare Supplement insurance?

We have answers. Our trusted advisors are Medicare Supplement experts — and are here to help. Contact one now.

[Learn More](#)

**Questions** about  
Medicare Supplement  
insurance?

**We have  
answers.**

Learn More 



1 of 3

MS4

PRINT 

TEXT SIZE  A A A

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## Supporting Document Schedules

		<b>Item Status:</b>	<b>Status</b>
			<b>Date:</b>
<b>Satisfied - Item:</b>	Home page	Filed-Closed	04/28/2011
<b>Comments:</b>			
<b>Attachment:</b>			
PM_HOME (0510) MSUP.pdf			



## Personal Offer Code

Did you receive an offer from us? Enter your personal offer code below to get more information about the insurance coverage.

GO

Where can I find my Personal Offer Code?

— [Click the image to enlarge](#)

Date
999-999-999-999

### No Code? No Problem!

It's easy to [learn about insurance options](#) in your area.

Questions about  
Medicare Supplement  
insurance?

We have  
answers.

[Learn More](#)



1 of 3

MS4

PRINT

TEXT SIZE [A](#) [A](#) [A](#)

## Customer Center

Quick links to the most common requests.

- [Pay Bill Online](#)
- [Change of Address](#)
- [Automatic Bank Withdrawal](#)
- [File a Claim](#)

### My Account

GO

Don't have an account?  
— [Sign up now!](#)

## Newsletter

Stay informed — join our mailing list!

GO



[View the Latest Issue](#)

## Our Videos

Learn more about insurance and how Physicians Mutual can help protect you and your family by visiting our [YouTube channel](#).

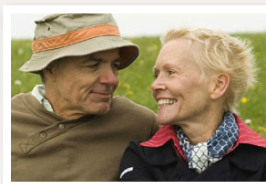


YouTube

## Saw Us On TV?

Learn how our [life](#) or [dental](#) insurance can help you.

## Highlights

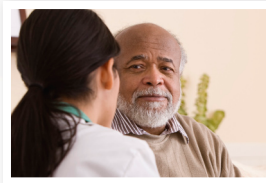


M1

### Need help finding Medicare Supplement insurance?

Choosing coverage might seem complicated but we can help you cut through the clutter. Learn more about your options now.

[Learn More](#)



M2

### Questions about Medicare Supplement insurance?

We have answers. Our trusted advisors are Medicare Supplement experts — and are here to help. Contact one now.

[Learn More](#)